

Case Study

Sales Team Integration and expansion of Client company over time (Staggered Integration)

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Client:

Growing Pharmaceutical Company in Australia and strong presence internationally.

Project Background:

- The Company has existing limited share exposure through a small sales force calling on GP's.
- Requirement to build further the GP Sales Team in order to obtain a competitive if not superior share of voice.

Critical Challenge:

- To continue building a sales team utilising contract people in order to:
- Develop a team through integration
- Seamlessly resulting in "company employees"
- With cultural aspects occurring naturally
- In a cost effective, flexible and strategic way
- Whilst generating sales and success

Why Ascott Sales Integration:

- Ascott Sales Integration says it all. With the capacity to integrate sales people into client companies by encouraging a cultural transfer of belonging and importance.
- Ability to develop dynamic sales strategies that ensure relevant customer targeting through data and modelling functions leading to immediate results.
- Ascott Sales Integration manages the process ensuring all team members are critically aware of strategies and required outcomes.

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Solution:

- To integrate experienced sales representatives and sales management with client sales people in key states.
- Provide sales people down the eastern seaboard of Australia for a period of 12 months and to then fully absorb the new team members on a permanent basis taking the advantage of “try before you buy”.
- Ensure decision points provided mid term to make adjustments to headcounts and plan for expansion beyond initial 12 month window.

The Outcome:

- Company share of voice matched competitor activity at GP level
- Sales targets were exceeded
- Return on investment achieved based on incremental spend on headcount.
- Company image in the market place was raised quickly which enhanced confidence in products.
- The contract sales team and existing client sales team became as one as a fully integrated group.
- Contract Team turnover was minimised through correct people management principals and client/Ascott Sales Integration.
- The team integrated as fulltime employees.
- A further contract group was formed with a view to integrate in a further 12 months.

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